Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (original) A method of modulating endothelial cell nitric oxide synthase (eNOS) in a cell, tissue, or subject, comprising modulating a PKC β.

2. (original) The method of claim 1, wherein the PKCβ is PKCβ1.

3. (original) The method of claim 1, wherein modulating a PKC β comprises administering to the cell, tissue, or subject an inhibitor of PKC β.

4. (original) The method of claim 3, wherein the inhibitor of PKC β is LY333531.

5. (original) The method of claim 3, wherein the inhibitor of PKCβ is selected from the group of: an inhibitory PKCβ antibody, a PKCβ antisense nucleic acid, an inhibitory PKCβ binding peptide, and an inhibitory PKCβ binding small molecule.

6. (original) The method of claim 3, wherein the subject exhibits an insulin related disorder.

7. (original) The method of claim 6, wherein the insulin related disorder is insulin resistance; diabetes, atherosclerosis, or hypertension.

8. (original) The method of claim 1, wherein modulating a PKC β comprises administering to the cell, tissue, or subject a PKC β agonist.

9. (original) The method of claim 8, wherein the PKC β agonist is selected from the group of: PKCβ polypeptide or functional fragment or analog thereof; a nucleic acid sequence encoding a PKCβ polypeptide or a functional fragment or analog thereof; and an agent which increases PKCβ expression.

10. (original) A method of increasing eNOS in a cell, tissue, or subject, comprising inhibiting a PKCβ.

11. (original) The method of claim 10, wherein inhibiting a PKCβ comprises administering to the cell, tissue, or subject a PKCβ inhibitor.

12. (original) The method of claim 10, wherein the inhibitor of PKCβ is selected from the group of: an inhibitory PKCβ antibody, a PKCβ antisense nucleic acid, an inhibitory PKCβ binding peptide, and an inhibitory PKCβ binding small molecule.

13. (original) The method of claim 11, wherein the PKCβ inhibitor is LY333531.

14. (original) The method of claim 10, wherein eNOS mRNA levels are increased.

15. (original) The method of claim 10, wherein the subject has an insulin related disorder.

16. (original) The method of claim 15, wherein the insulin related disorder is hypertension.

17. (original) The method of claim 15, wherein the insulin related disorder is diabetes.

18. (original) The method of claim 15, wherein the insulin related disorder is atherosclerosis.

19. (original) The method of claim 15, wherein the insulin related disorder is insulin resistance.

20. (original) A method of increasing eNOS in a cell, tissue, or subject, comprising increasing a PI3 kinase activity.

21. (original) The method of claim 20, wherein eNOS mRNA levels are increased.

22. (original) The method of claim 20, wherein the subject has an insulin related disorder.

23. (original) The method of claim 22, wherein the insulin related disorder is hypertension, diabetes, atherosclerosis, ischemia, or insulin resistance.

24. (original) A method of treating hypertension in a subject, comprising:
identifying a subject in need of treatment for hypertension; and
administering LY333531, wherein LY333531 increases eNOS expression in a tissue of the subject.

25. (original) A method of determining if a subject is at risk for hypertension, comprising:
evaluating a PKCβ activity in a cell or tissue of the subject,
comparing the PKCβ activity in the cell or tissue of the subject to a control.

26. (original) The method of claim 25, wherein the control is a non-hypertensive subject, or a cell or tissue therefrom.